MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016 / 2017

TTT3141 – TECHNOLOGY TRANSFER

(All Sections / Groups)

11 OCTOBER 2016
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 5 pages with **FIVE** Questions.
2. Attempt **ALL** questions.
3. The distribution of the marks for each question is given.
4. Please print all your answers in the answer booklet provided.

Questions 1 – 10%

(a) Discuss the meaning of Technology Transfer.

(2 marks)

(b) Briefly outline and discuss the meaning of "Diffusion of innovations".

(3 marks)

(c) Describe the relationship of Uncertainty and Information.

(5 marks)

Continued...

Question 2 - Fill-In-The-Blank Questions – 10%

Literature Review

The purpose of a literature review is to "____ [1] _____" (re + view) at what other researchers have done regarding a specific topic (Leedy & Ormrod, 2005:70). A literature review is a means to and end, namely to provide ____ [2] _____ to and serve as ____ [3] _____ for the objectives and hypotheses that guide your own research (Perry et al., 2003:660).

A good literature review does not merely summarise relevant previous research. In the literature review, the researcher ____ [4] _____, re-organises and synthesises the work of others (Leedy & Ormrod, 2005:84). In a sense, compiling a literature review is like making a smoothie or fruit shake: The end product is a ____ [5] _____that differs totally in appearance from the individual ingredients used as inputs.

First-time researchers often naively believe everything they read or are scared to criticise the work of others. However, academic research is all about ____ [6] _____! It is, therefore, extremely important that you critically evaluate the material that you read. Do you agree with the arguments and conclusions of other researchers? If you disagree, why?

You have to carefully read the most recent available literature with a view to identify specific gaps, ____ [7] _____ and/or controversies that may form the basis of your own research. Always show that you have considered an issue from a number of angles and that you are aware of the arguments for and against a specific point of view.

To compile a proper literature review, one has to overcome three specific challenges, namely:

- Finding appropriate literature on a ____ [8] _____,
- Managing the ____ [9] _____, and
- Presenting a ____ [10] _____, synthesised and reader-friendly review of the current knowledge relating to a specific topic.

(10 marks)

Continued...

Question 3 – 10%

(a) Briefly relate the term diffusion process with new idea.

(2 marks)

(b) Sketch the FOUR key processes/elements involve in diffusion process.

(4 marks)

(c) Based on your sketch in question 3(b), explain each of the element.

(4 marks)

Question 4 – 10%

Most of the new ideas whose diffusion has been analyzed are technological innovations. Thus, we often use the word "innovation" and "technology" synonymously.

(a) Describe the term "innovation" in technology transfer with example.

(1 mark)

(b) Relate the term "Technology" with Software and Hardware.

(5 marks)

(c) Explain how you recognizing a problem or need in Innovation-Development Process?

(4 marks)

Continued...

Question 5 – 10%

(a) Briefly elaborate how authority innovation-decisions work in a social system.

(3 marks)

(b) Explain the difference between Optional innovation-decisions and Collective innovation-decisions.

(4 marks)

(c) Briefly discuss the difference between social determinism and technological determinism.

(3 marks)

End of Paper